wizer
Your Security Awareness Plan 2024

CORE
OPTIONAL
ADD ON

PART 1

MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6
Annual Training	Phishing Game	Artificial Intelligence Training	Webinar for the Family	Family Safety Newsletter	Advanced Phishing
Monthly Video	Phishing Simulation	Monthly Video	Phishing Simulation	Monthly Video	Phishing Simulation
	Monthly Video		Monthly Video		Monthly Video

At A Glance

The 2024 Plan includes a primary annual training session at the start of the year and a mid-year refresher course. Following each training session we will run the phishing game to test users ability to detect ten different types of phishing attacks and how they respond to them.

Additionally, every month, we will release a new 1.5-minute video for all users, keeping them updated on the latest security threats. To assess preparedness, we'll run a phishing simulation every other month. These simulations are a great way to see how well people can identify real-life phishing attacks. Plus, they'll show whether people actually report them or just ignore them and carry on with their day.

Our goal is to develop a security culture and to show everyone that being aware of security is a benefit and not a chore. To achieve this we will launch the "Defender Program" which will offer everyone optional activities throughout the year. For instance, we'll have two webinars each year centered on personal and family safety. Alongside these, we will set up a Slack channel. This will be a space for everyone to ask about personal safety issues and share their experiences.

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Annual Training

This is where we cover the basics - Passwords, Social Engineering, MFA ect. All in all it's about **20 min** including the quizzes. The team should finish this within 30 days.

Monthly Video

A new **1.5-minute** video for all users, keeping them updated on the latest security threats.

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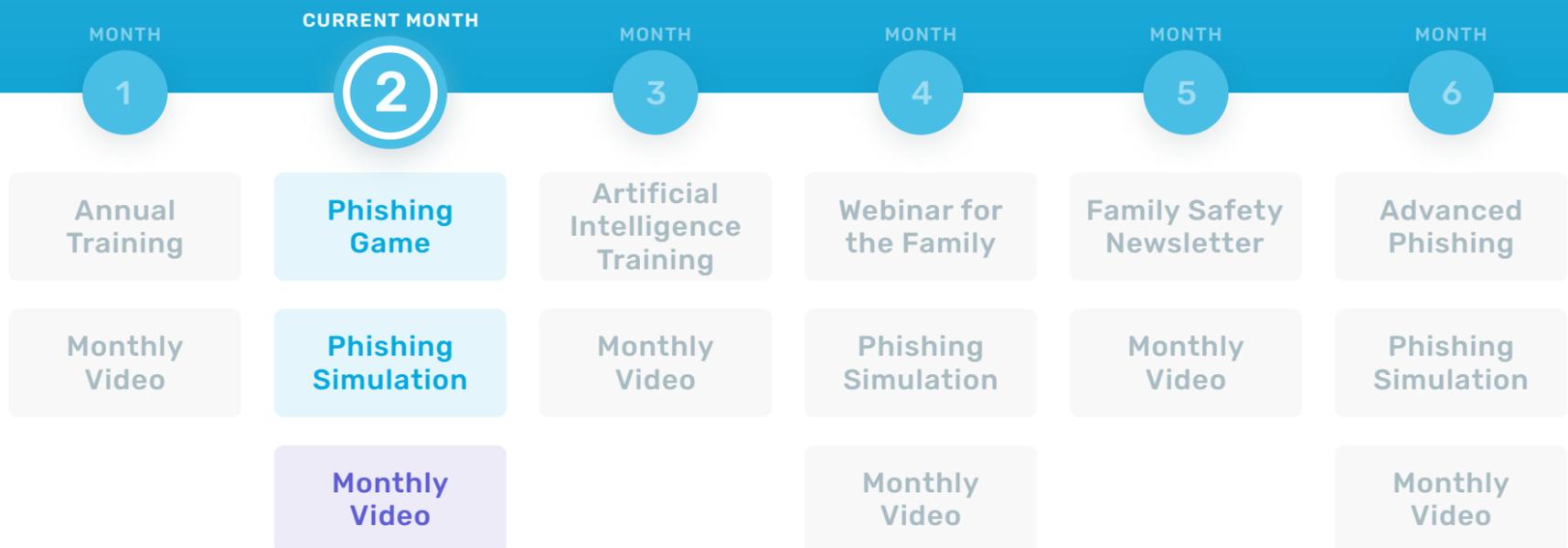
Phishing Game

Now that everyone has completed the annual training, we should run the phishing game. This is a fun game that checks if people can recognize phishing emails and what action to take. For example, should you call and verify, report it, or check the official app. We can use the overall score as a baseline and check a few times a year if people are getting better at spotting phishing.

Phishing Simulation

This is a great way to see how well people can identify real-life phishing attacks. Plus, determine whether they report them or ignore them and carry on with their day.

Monthly Video

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Add-on Training - AI

This brief training course serves as an add-on to the main annual training. It's around **6 minutes** long and focuses on Artificial Intelligence and how criminals use it against us. We'll cover topics such as Deepfake, Voice Cloning, and ChatGPT.

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Webinar For The Family

We should use this as an opportunity to position security awareness as a benefit and not a chore. We would like to invite the entire team to a fun webinar where we will teach them how to keep their family safe online. We encourage people to also bring family members.

Phishing Simulation

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Family Safety Tips And Tricks (Newsletter)

This newsletter is packed with excellent tips for keeping your family safe. Inside, you'll find a handy cheat sheet for enabling Multi-Factor Authentication (MFA) on popular apps, a family safety agreement tailored for kids, and guidance on securing your social media accounts and mobile devices. All the advice is practical and ready to be put into action right away.

Monthly Video

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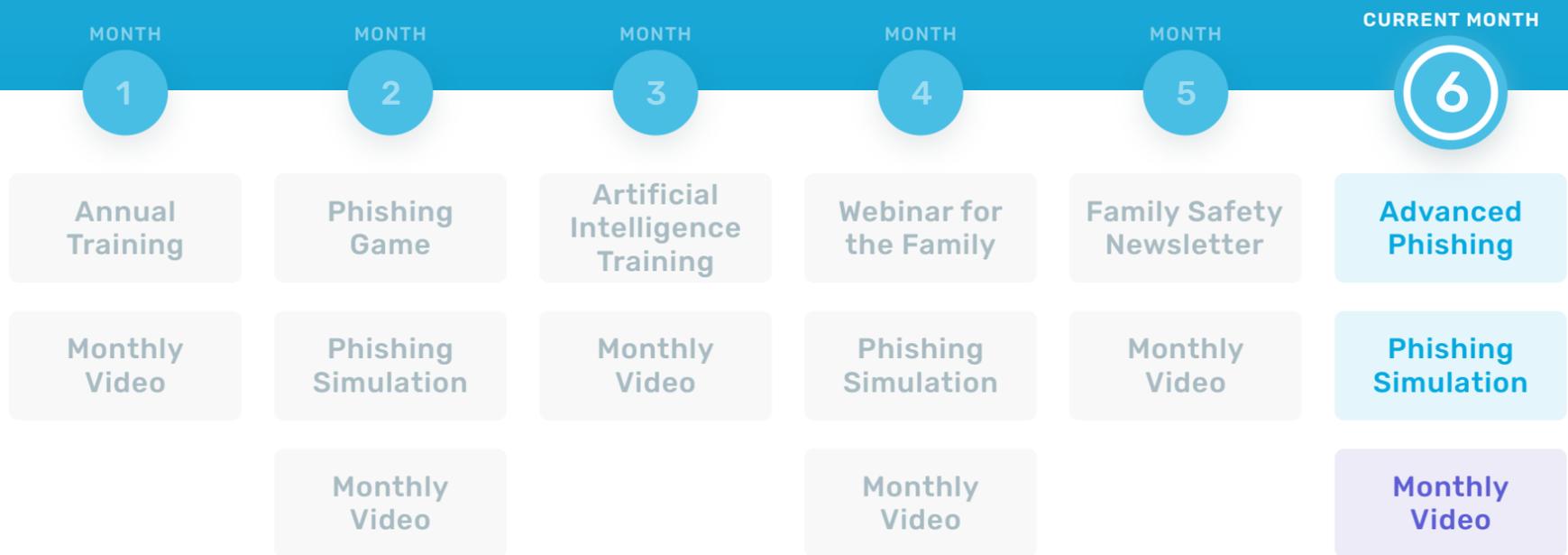
Focused Training - Advanced Phishing

This brief training course serves as an add-on to the main annual training. It's around **6 minutes** long and focuses on Advanced Phishing. We'll delve into topics like Targeted Phishing attacks through LinkedIn and other social media platforms, Callback phishing attacks, and more.

Phishing Simulation

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Monthly Video

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PART 2

CURRENT MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12
Refresher Training	Phishing Game	Back to School (newsletter)	Webinar for the Family	Phishing Game	Webinar for the Family
Monthly Video	Phishing Simulation	Monthly Video	Phishing Simulation	Monthly Video	Phishing Simulation
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Refresher Training

This is an opportunity to dive a little deeper and target things that we will encounter during the first half of the year. The overall training will be no more than **15 minutes** in total.

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Phishing Game

Now that everyone has finished the refresher training, it's time to play the phishing game once more. This will allow us to evaluate how effective our training has been in the first half of the year and determine if people have improved at identifying phishing scams compared to when they played the game at the start of the program.

Phishing Simulation

This is a great way to see how well people can identify real-life phishing attacks. Plus, determine whether they report them or ignore them and carry on with their day.

Monthly Video

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Back To School (Newsletter)

This newsletter is targeted for employees with students returning to school. The start of the school year often brings various scams targeting both parents and kids. These include things like fake emails from school and fraudulent websites selling school supplies. Plus, we're including some helpful advice on identifying if your kids are experiencing online bullying and the best steps to take in response.

Monthly Video

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Webinar For The Family

It's cybersecurity awareness month and we're excited to share with you a simple and ready-to-use kit. The Wizer Security Awareness Month Kit contains email and social templates to coincide with 4 weekly themes with a cadence of 3x a week, Monday - Wednesday - Friday. Each text comes with visual resources to reinforce the focus of the day. Resources include videos, PDF guides, images and interactive quizzes. And for our Managed customers we include a custom Webinar.

Phishing Simulation

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Phishing Game

Before the year ends, let's check again how effective our training has been throughout the year. This will help us determine if your team has improved in identifying phishing scams compared to the beginning of the year.

Monthly Video

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Beware Of Holiday And Shopping Scams

It's the holiday season and everyone is out shopping, so we are here to help people avoid getting scammed. In this newsletter, you'll find numerous tips on identifying fake online stores, deceptive ads, counterfeit gift cards, and more.

Phishing Simulation

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Measuring The Effectiveness Of Your Awareness Program

Phishing Report Rate

- **Simulated + Real Incidents:** We're tracking how many people report both simulated and real phishing attempts.

- **Unreported Simulated Clicks:** Our goal is to reduce the number of people who click on simulated phishing emails but don't report them.

- **Real Phishing Reports:** We're monitoring the frequency of real phishing email reports
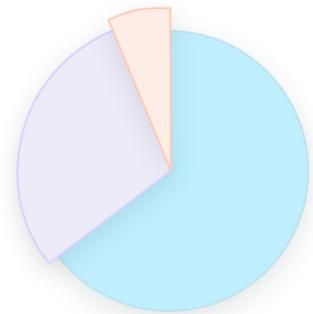
Phishing Simulation Click Rates

Overall Reduction Desired: We aim to lower this rate, as a lower click rate indicates better recognition of phishing emails.

Click Rates Among Sensitive Access Users

Special Focus: We're paying close attention to the click rates of users with access to sensitive information, with a goal to see this number decrease.

Training Completion

Timely Completion: Our objective is for participants to complete their training promptly.

Growth In Defenders

Increasing Participation: We're looking to boost the number of participants in the defender program and those engaging with optional content like webinars and Slack discussions.
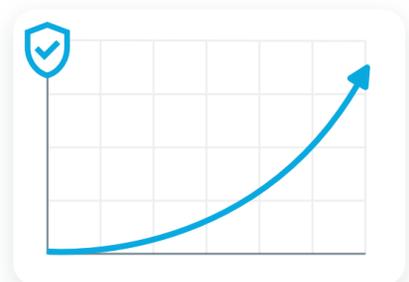
Employee Rating

Security awareness is all about two-way communication, so hearing back from employees is key. By keeping an eye on their reviews and the overall score they give the program, we can get a pretty good sense of how engaged they are with it and how to improve.